

QUARTERLY REPORT FIRST QUARTER – 2001

January 1, 2001 through March 31, 2001

VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:

1. **GROWTH**

As the Las Vegas valley continues to attract new residents, **growth** becomes the number one issue for our city. As the city grows so does our daily flow of **traffic** and **congestion** on the freeways and roads, causing many officials in the area to investigate into other means of **transportation** for our city. **Infrastructure** is everywhere one can look around town and **over-development** in some areas has become a concern. With over-development and the growth rate within our limits the **environment** has become an overwhelming priority. **Water** and **air pollution** take on new challenges as our valley continues to move towards the future.

2. **EDUCATION**

Valley residents express concern about **education** issues. The behavior of the **teachers** and **administration** are on the mind of all residents. **Safety** of the children is a growing concern of the community. Many are wondering how the continuous **growth** of the school district is or will be affecting the **quality** of education that the students are getting.

3. **CRIME**

Southern Nevada residents are concerned about a variety of **crime** in our area, from car thefts to burglaries, to more violent crimes including rape and murder. They are also concerned about the influence of **gangs** and their effect on the crime rate. Another issue we constantly face in the valley is the problem of **alcohol-DUI** related accidents. We have had several deadly accidents in the past year and police are setting up more checkpoints to try and make our streets safer. Another concern is **drugs** and how available they are to children and teenagers at home, at school and in the Las Vegas nightclubs. Metro and the other **law enforcement** agencies in the valley are making new efforts to cut crime and keep the **safety** of residents a top priority.

4. **LIFESTYLES**

The Las Vegas **lifestyle** is varied which, many southern Nevadans find attractive. Southern Nevadans enjoy **recreational activities**, especially with **family** and **friends**. The southern Nevada **weather** allows such outdoor activities as golfing, swimming, boating, hiking, and snow and water skiing. Locals enjoy the **regional travel** our area provides, from the mountains, in and out of state, to lakes in nearby California, Arizona, and Utah. Attractions such as the Grand Canyon, Utah

Shakespearean Festival, Lowell Observatory, and Lake Havasu are just a few of the hundreds of places within a short driving distance from southern Nevada. The **24/7** access to **casinos** with **gaming, entertainment**, and a variety of restaurant choices allows folks, whether retired or working alternative shifts, to have alternatives and destinations. Also, the addition of an XFL franchise to Las Vegas is exciting to locals desiring to see a **sport** such as live professional football. As in any community a variety of opportunities exist for locals to either **volunteer** their time to **charity/non-profit organizations** or to access for assistance and guidance.

5. OPPORTUNITIES

Southern Nevadans believe there are lots of varying **opportunities** in living here. They list such positives as **economic** opportunities through **job availability's** and **affordable housing prices**, as well as **tax** benefits for businesses and individuals. Another advantage noted is nearby, affordable, diverse **travel** opportunities.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: *January 21-27, 2001, February 18-24, 2001 and March 4-10, 2001.*

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION. STORIES APPEARING ON MSNBC RUN AT EITHER 2:26PM, 3:26PM; 4:26PM; 7:26pm; 8:26PM, 9:26PM; OR 10:26PM FOR A 3 MINUTE DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) "THINK BEFORE YOU DRINK"; (5) WEDNESDAY'S CHILD, A PROGRAM THAT BRINGS CHILDREN AND FAMILIES TOGETHER; (6) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (7) WWW.KVBC.COM, OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH AND WEDNESDAY'S CHILD INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM

AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

THE STATION ADDITIONALLY BROADCASTS "COMMUNITY BILLBOARDS", A 30 SECOND SPOT WHICH AIRS 2X PER WEEK IN THE TODAY SHOW AT APPROXIMATELY 7:20AM. A SEPARATE 60 SECOND COMMUNITY BILLBOARD ALSO AIRS IN ROTATION MONDAY THROUGH SUNDAY. COMMUNITY BILLBOARD SEGMENTS, WHICH AIRED DURING THIS QUARTER, ADDRESSED THE VARIOUS AND CURRENT ISSUES OF SOUTHERN NEVADA COMMUNITY AND ADVISED CITIZENS AS TO THE DAY AND TIME OF RELEVANT EVENTS IN THE COMMUNITY AND PROVIDED A CONTACT TELEPHONE NUMBER.

**VALLEY BROADCASTING COMPANY
QUARTERLY REPORT
1ST QUARTER, 2001**

**VALLEY BROADCASTING COMPANY
ISSUES OF CONCERN RESPONSIVE TO
THE PROBLEMS, NEEDS AND INTERESTS
OF CHILDREN 16 YEARS OLD AND UNDER
IN THE SOUTHERN NEVADA AREA
FOR THE FIRST QUARTER 2001**

January 1, 2001 through March 31, 2001

1. PEER PRESSURE

Peer pressure is a top of mind concern to our community's children. Daily issues they face include **alcohol, drugs** and **smoking**. **Racial issues** and **bullies** are specific areas they have to deal with as well. All this pressure brings on open discussion, comments, and concerns of **stress** in their lives in attempting to avoid making wrong decisions about these negative issues they face.

2. EDUCATION

The Valley's youth are optimistic about the **education** they are receiving. Many are expressing praise over being able to attend schools here in Las Vegas. Some **positive aspects** that were brought to our attention are the attitudes of the staff, the improving quality of education, and even with it's down side, the population of the district. Students were eager to say that school is an important part of their lives. However, students still consider **safety** an issue of concern.

3. DRUGS/GANGS

Many kids in the valley feel there is a problem with **drugs** and **gangs** in their schools. There is also the threat of **gun violence** in the classrooms and on the

streets. Additionally, there may be a higher risk of problems when parents are not at home that cause kids to get involved with gangs and involved in violent activities, sometimes at the expense of other kids.

4. ACTIVITIES

With Southern Nevada's **weather** being so pleasurable almost all year round, kids find many options for **extracurricular activities**. The **community** and **parks & recreation organizations** offer a variety of different **sport activities** for youth to get involved with as well as provide a positive atmosphere where kids can go and be with **friends**. The Las Vegas area as it has grown has become more **family** friendly and seems to offer more for families to do together, such as **amusement parks** and **shopping malls**, many out of the ordinary from the way of standard malls. The addition of an XFL franchise to the area give kids the opportunity to also experience true professional football giving kids another avenue to enjoy family, friends, sports, and an outdoor activity.

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IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.